

**ABSTRACT**

A method for displaying information includes identifying computer-readable service code at a service site, which code, when read by a client computer via a network, causes the computer to display at least one service page containing service information. At least a portion of the service code is selected for inclusion in a service component containing at least a portion of the service information that corresponds to the selected code. A pointer is generated, indicating a location at which the service component is accessible, for inclusion of the pointer in host code accessible to the client computer from a host site, which is separate from the service site and is accessible via the network, the host code, when read by the client computer, causing the computer to display a host page containing host information. An invocation of the pointer by the client computer is received at the location when the client computer accesses the host page. The selected service code is then conveyed to the client computer, such that responsive to the selected service code, the client computer displays the service component on the host page.

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